



NICOLE MACMARTIN

+ explorer // reader // s'more maker // dog lover // Col. 4:6

CONNECT

- 📞 (608) 215-5710
- ✉️ nmacmartin@gmail.com
- 🖱️ nicolemacmartin.com

SKILLS

Marketing
Communication
Creativity
Branding
Typography
Coding
Interactive media

SOFTWARE

Adobe Creative Suite: Illustrator, InDesign, Photoshop, Bridge, Dreamweaver, Acrobat
Microsoft Suite: Word, Excel, PowerPoint, Outlook
Google Apps: Gmail, Drive, Docs, Calendar, etc.
Other Apps: Canva, Trello, Toggl, Facebook, Instagram

EDUCATION

University of Wisconsin – Whitewater
Bachelor of Arts Degree, Graphic Design Major | Art History Minor

EXPERIENCE

Graphic Designer + Photography Art Director

SUN Printing | Wausau, WI, April 2018 – Present

As a designer with the SUN team, I have had the opportunity to work with national and local accounts from concept to completion. From branding and campaigns, to lifestyle photography, and interior design, I have worked on a wide variety of projects in a fast-paced environment.

Social Media + Content Specialist

Barre District Bay View | April 2022 - December 2022

With the BDBV team I worked closely with the studio owner to manage social media accounts. This included writing and editing social media copy, selecting and editing photo assets, and developing, planning and executing monthly social media content calendars.

Graphic Designer

F+W Media, Inc. | Iola, WI, Feb. 2013 – April 2018

As a graphic designer at F+W, I collaborated and created high quality consumer-based content and products. This entailed traditional print work as well as web design, branding, ad design, ad sales support, and creative direction for photoshoots.

Graphic Designer + Camps & Conferences Specialist

UW–Whitewater, Continuing Education | Whitewater, WI

As a university designer, I maintained campus identity standards – providing a consistent visual identity, while approaching projects in a creative manner.

REFERENCES:

Sharon Bartsch Graphic Designer
(608) 212-1215 | sweetmaggies@yahoo.com

Norma Jean Fochs Owner and Publisher of Out & About Wisconsin
(715) 412-1284 | NormaJean.Fochs@outandaboutwisconsin.com

David Brierley Journalist + Editor
(715) 498-1730 | brierleydt88@gmail.com